



UNIVERSITI TEKNOLOGI MARA

CAWANGAN SABAH

“SWEETY CANDY COMPANY”

PREPARED BY:

IZZURUL RAMDAN BIN RAMLI	(920324-12-5769)
KHAIRUL ARIFFIN BIN ABD ANIM	(921019-12-5521)
NADZIRHA BINTI JUMAT	(920120-12-6604)
NIAR BINTI ROY	(920708-12-5776)

PREPARED FOR:

MISS FARIDAH M. SHAH

Sweety Candy,

Sulaman Central,

Sepanggar, Sabah.

Miss Faridah M Shah,

Lecturer of entrepreneurship,

Universiti Teknologi Mara,

Kampus Cawangan Sabah,

Beg Berkunci 71 88997,

Kota Kinabalu, Sabah.

Miss,

Submission of Business Plan for ENT300

The above matter is referred

02. On behalf of my group, I am a General Manager of Sweety Candy. I would like to submit our business report.

03. We had put a lot of efforts and continuous commitment to complete this business plan. We as a partnership member of Sweety Candy would like to send our gratitude and appreciation for all that helps us while completing this business plan. We hope this would be a first step in for us to become a successful entrepreneur in the future.

Thank you.

Your sincerely,

IZURUL RAMDAN BIN RAMLI

GENERAL MANAGER

ACKNOWLEDGEMENT

First of all, we are grateful to Allah, the most compassionate and Most Merciful as with his we are able to produce this business plan. We had encountered various obstacles and difficulties in preparing this proposal. Without the cooperation among member, we will never manage to finish this proposal on time.

We also would like to express our thanks to our lecturer of ENT300, Miss Faridah M Shah for her help and guidance in completed our business plan. Her help and support given to us had given us the courage and strength along the way in process making this business report proposal into reality.

With the support and the consultation given, we manage to complete this business plan. We hope that by doing this business plan we able to understand how do business work and we looking forward to make this business become reality.

Sincere,

Sweety Candy

INTRODUCTION

The name of Sweety Candy is come because of the product itself. Our product is a candy icing that made from sugar icing. Our candy has good quality and our products can be formed into a variety of forms depending on the needs of customers. We take our raw materials from our supplier Sincere Cake Ingredients which is located in Jalan Lintas, Kepyayan. We would like to introduce our product to the peoples of Kota Kinabalu and Sepanggar area since this product is very rare and hard to make. Our shop is located in Sulaman Central and it is a strategic place to open a business royal icing candy. We choose Sulaman Central as our store location for several reasons.

One of the factors why we chose Sulaman Central as our store location is because one of our target customers is a student university. Majority of students of the UiTM and UMS live around Sulaman Central. We are targeting students who live near Sulaman Central and nearby to buy our products and make our products as a gifts and cake decorations.

We are also targeting people who want to have a wedding and make our products as a gift and give it to the guests as a token of thanks for their attendance to the event. Our products also offer reasonable prices depending with the size, quality and appearance and according to the ability of those who live near Sulaman Central. The people who live around Sulaman Central able to buy our products as people who live around Sulaman Central mostly middle class people.

PURPOSE OF BUSINESS PLAN

Our purpose to make this business plan is

- 1) To give job opportunity to peoples especially to Bumiputera.
- 2) To evaluate whether this company able to compete with another competitors.
- 3) To give opportunity to the people to be the entrepreneur.
- 4) To fulfill the requirements of ENT300 subject.